

The modern
miracle wall finish

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.



COVERS WALLPAPER!



WASHES EASILY!

DRIES IN 1 HOUR • IT'S WASHABLE
ONE COAT COVERS

It's something REALLY NEW in Paint . . . a different Kind of WASHABLE Wall Finish!



Yes, you can cover practically any kind of surface with this amazing new wall finish—KEM-TONE! All surfaces shown above, plus any surface already painted with oil or casein paint, may be covered completely by one quick, easy coat of KEM-TONE. Building tile, brick and cement, too, are readily painted with KEM-TONE!

2.98*
PER GAL.
QUART, 98c*
PASTE FORM

Mix 1 gallon with water and
make 1½ gallons of paint.
Cost, ready to apply,
\$1.98 per gallon.

Slightly higher in
Rocky Mountain
area.



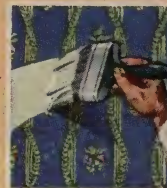
Think of Painting as Quickly, Easily
and Economically as This!



NO MUSS

Before Painting!

Just thin KEM-TONE with plain water. No turpentine or solvent thinners needed. No primers or sealers necessary. Use two coats on unpainted plaster.



NO FUSS

While Painting!

One coat of KEM-TONE covers most painted or unpainted surfaces, including wallpaper. It applies with amazing ease...spreads on like magic!



NO BOTHER

After Painting!

KEM-TONE dries in one hour. Rooms may be lived in same day painted. KEM-TONE gives off no objectionable paint odor. And it's readily washable!



MIRACULOUS NEW

Kem-Tone WALL
FINISH!

Never mind whether your rooms are painted or unpainted, plastered, wallpapered, or of wallboard. Amazing new KEM-TONE, modern miracle wall finish, covers most any surface beautifully — with a single coat!

Never mind the usual painting "extras", either — the usual primers, sealers, thinners. You need none with KEM-TONE. It's a modern, new-type scientifically developed, resin wall finish. Just thin it with plain water and apply. One hour later, it's dry... your rooms ready to be "moved back into" again!

A Gallon Does The Average Room



Kem-Tone ROLLER KOATER

NEW, BRUSHLESS WAY TO *Kem-Tone!*

JUST ROLL IT ON!



No need to worry about the scarcity of brushes when you apply Kem-Tone! Just use this clever, new painting tool—the Kem-Tone Roller-Koater. Specially designed for use with Kem-Tone, it rolls this miracle wall finish right over your walls and ceilings quickly, easily, *smoothly!*

**89¢
EACH**

Kem-Tone TRIMS

ENHANCE
THE BEAUTY OF
Kem-Tone WALLS



(GUMMED - READY TO APPLY)

Give your Kem-Tone-finished rooms the final decorator's touch of perfection — with Kem-Tone Trims! Gummed, ready to apply, they require no "cutting out", no tedious pasting or gluing. Just dip in water and smooth on wall. In a variety of smart, color-fast patterns.

**AS LOW
AS 15¢
A ROLL**

YOUR *Kem-Tone* HEADQUARTERS

MEYER BROTHERS
PATERSON



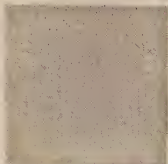
PEACH TINT



IVORY



BUFF



PEBBLE GRAY



JONQUIL YELLOW



AVALON BLUE

ALSO

YORKTOWN WHITE
Yorktown White is not a "cold" white. It is made to meet the demand for "off" white or "bone" white.



CREAM



MIDLAND GREEN



Thin with water



Apply Easily



Let dry 1 hour

The above swatches closely approximate the beautiful Kem-Tone colors. Visit our store and see actual samples of Kem-Tone. Also, you'll see lovely intermixtures that are easily made with these colors. Remember—

KEM-TONE IS WASHABLE!

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